

While NAB may desire to limit satellite radio listener's choices through the FCC, the issue is baseless.

1) Satellite Radio is a subscription service. Rules and regulations, therefore should be no different than the rules for subscription video services (such as; cable and satellite TV). Both venues offer their subscribers local weather (and sometimes traffic) at no additional charge (and no complaints from local TV stations).

2) Local Traffic and weather via satellite is 24/7 and constantly updated. Local broadcast stations do not and will not offer such a service, because they perceive there is no market for it (and therefore no advertising with which to support it). If satellite weather and traffic is seen by the NAB as a threat to broadcast radio, then the market should change to meet the perceived threat.

All media is market driven. Cable and satellite services are "subsidized" by the subscription to offer what the "paying" market demands through their subscription. No one forces John Q. Public to continue to subscribe if they are unhappy with the service. Just as no one forces the same John Q. Public to listen to, or watch any aired channel if they are not satisfied with the content being offered. What is really happening here is an attempt legislate market share. If the NAB's membership is losing revenue to satellite radio, then the message should be clear, the offerings of their membership are not meeting the market demands. Change the product to meet the market's needs, not the rules to meet the NAB Membership's desires.

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